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3/26/99  
K. Parnell  
UV-42

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Edward B. Knudson, Michael D. Ellis,  
Robert A. Knee, and Kenneth E. Carpenter, Jr.

Serial No. : 09/034,939

Filed : March 4, 1998

For : PROGRAM GUIDE SYSTEM WITH TARGETED  
ADVERTISING

Group Art Unit : 2711

Examiner :

Hon. Assistant Commissioner  
for Patents  
Washington, D.C. 20231

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SECOND SUBMISSION OF  
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

Attached hereto is a Supplemental Information Disclosure Statement that applicants wish to make of record in the above-identified patent application. The attached Supplemental Information Disclosure Statement is identical to a Supplemental Information Disclosure Statement filed in this application on May 22, 1998, except that the Serial No. and filing date of the Statement have been corrected on the attached copy. Two copies of a corresponding Form PTO-1449 that have been similarly corrected are also attached.

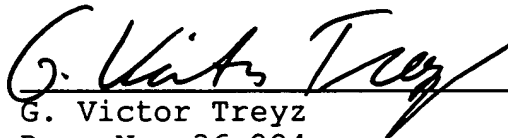
Although the May 22, 1998 Supplemental Information Disclosure Statement was filed with a transmittal letter and

return postcard that contained correct Serial No. and filing date information, applicants are resubmitting the May 22, 1998 Supplemental Information Disclosure Statement herewith as a precaution.

Because applicants' previous submission of the May 22, 1998 Supplemental Information Disclosure Statement included copies of the documents cited in that Statement, copies of those documents are not being submitted again.

Consideration of the foregoing in relation to this patent application is respectfully requested.

Respectfully submitted,



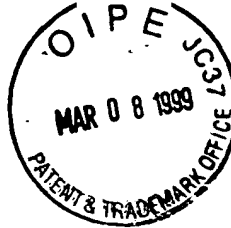
G. Victor Treyz  
Reg. No. 36,294  
Attorney for Applicants  
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1251 Avenue of the Americas  
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Correspondence is being  
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COMMISSIONER FOR PATENTS  
WASHINGTON D.C. 20231, on

MARCH 3, 1999

Name of person Signing

Signature of Person Signing



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SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.56 and 1.97,  
applicants wish to call the attention of the Examiner to the  
following documents:

U.S. Patents

Reilly et al. U.S. Patent 5,740,549 (4/14/98)  
Alten et al. U.S. Patent 5,635,978 (6/3/97)  
Miller et al. U.S. Patent 5,585,866 (12/17/96)  
Davis et al. U.S. Patent 5,559,548 (9/24/96)

Foreign Patent Documents

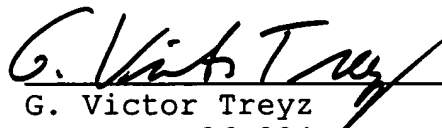
WO 97/49242 (12/24/97)  
WO 97/49237 (12/24/97)  
WO 97/48230 (12/18/97)  
WO 97/31480 (8/28/97)  
WO 97/18675 (5/22/97)  
WO 96/34491 (10/31/96)  
WO 96/09721 (3/28/96)

WO 95/32585 (11/30/95)  
WO 95/07003 (3/9/95)

Copies of these documents are enclosed.

Consideration of the foregoing in relation to this  
patent application is respectfully requested.

Respectfully submitted,



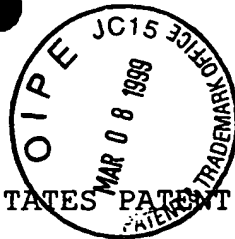
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MARCH 3, 1999

  
Name of person Signing

  
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UV-42

#5  
Rose  
3-16-99

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s) : Edward B. Knudson et al.  
Serial No. : 09/034,939  
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ADVERTISING  
Group Art Unit : 2711  
Examiner :  
Hon. Assistant Commissioner  
for Patents  
Washington, D.C. 20231

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.56 and 1.97,  
applicants wish to call the attention of the Examiner to the  
following documents:

U.S. Patents

Neel et al. U.S. patent 5,838,314 (11/17/98)  
Brenner et al. U.S. patent 5,830,068 (11/3/98)  
Brown. U.S. patent 5,805,154 (9/8/98)  
Hendricks et al. U.S. patent 5,734,853 (3/31/98)  
Hendricks et al. U.S. patent 5,682,195 (10/28/97)  
Hendricks et al. U.S. patent 5,659,350 (8/19/97)  
Hendricks et al. U.S. patent 5,600,573 (2/4/97)  
Hendricks et al. U.S. patent 5,600,364 (2/4/97)  
Knee et al. U.S. patent 5,589,892 (12/31/96)  
Hendricks et al. U.S. patent 5,559,549 (9/24/96)  
Hoarty. U.S. patent 5,485,197 (1/16/96)  
Harvey et al. U.S. patent 5,335,277 (8/2/94)  
Harvey et al. U.S. patent 4,694,490 (9/15/87)

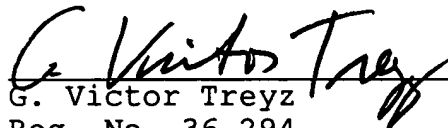
Foreign Patent Documents

PCT Patent Application WO 98/27723 (6/25/98)  
PCT Patent Application WO 98/06219 (2/12/98)  
PCT Patent Application WO 97/42763 (11/13/97)

Copies of the aforementioned documents, which are listed on the accompanying Form PTO-1449 (submitted in duplicate), are enclosed herewith.

Consideration of the foregoing in relation to this patent application is respectfully requested.

Respectfully submitted,



G. Victor Treyz  
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